

## ORDER



**Orders**  
**Order / Rev:** 715924  
**Alt Order #:** 06332546  
**Product Desc:** OBAMA SCHED A  
**Estimate:** 1844  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/21/12 / 09/25/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	42	\$63,050.00	\$53,592.50
10/01/12	10/07/12	12	\$10,750.00	\$9,137.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$63,050.00	\$53,592.50	0.00
October 2012	12	\$10,750.00	\$9,137.50	0.00
<b>Totals</b>	<b>54</b>	<b>\$73,800.00</b>	<b>\$62,730.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	09/25/12	10/01/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$2,000.00		0.00			
E 2	WTSP	09/25/12	10/01/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$700.00		0.00			
E 3	WTSP	09/25/12	10/01/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$900.00		0.00			
E 4	WTSP	09/25/12	10/01/12	Late Late Show Late Late Show	CM	1237-137a	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
THE LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$350.00		0.00			
E 5	WTSP	09/25/12	10/01/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 715924  
 Alt Order #: 06332546  
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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED A  
 Estimate: 1844

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTSP	09/25/12	10/01/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$900.00		0.00						
E 6	WTSP	09/25/12	10/01/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$800.00		0.00						
E 7	WTSP	09/25/12	10/01/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$550.00		0.00						
E 8	WTSP	09/25/12	10/01/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$550.00		0.00						
E 9	WTSP	09/25/12	10/01/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
10 NEWS-NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$1,000.00		0.00						
E 10	WTSP	09/25/12	10/01/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$350.00		0.00						
E 11	WTSP	09/25/12	10/01/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$1,000.00		0.00						
E 12	WTSP	09/25/12	10/01/12	7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	2	\$2,600.00	P-3	0.00	NM	2	\$5,200.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$2,600.00		0.00						
E 13	WTSP	09/25/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$400.00		0.00						
E 14	WTSP	09/25/12	10/01/12	730-8p Jeopardy	CM	730-8p	MTWTF--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$3,000.00		0.00						
E 15	WTSP	09/25/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$400.00		0.00						
E 16	WTSP	09/25/12	10/01/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
10 NEWS EFF. 9/12/11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$200.00		0.00						
E 17	WTSP	09/28/12	09/28/12		CM	Fri 8-9p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED A  
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri Prime A CSI: NY CSI NY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$6,000.00 0.00															
E 18	WTSP	09/29/12	09/29/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
10 NEWS-NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$400.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 09/24/12-09/30/12 Sat 6-630p Sat 6-630p -----Sa- :30 <del>(\$400.00)</del> 0.00 NM Credited															
E 19	WTSP	09/29/12	09/29/12	Sat 7-730p Wheel of Fortune	CM	Sat 7-730p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$800.00 0.00															
E 20	WTSP	09/29/12	09/29/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
CBS THIS MORNING - SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$300.00 0.00															
E 21	WTSP	09/30/12	09/30/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
NFL ON CBS WEEK 49/30/12 NEW ENG @ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$8,000.00 0.00															
E 22	WTSP	09/30/12	09/30/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
10 NEWS-11P SU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$1,800.00 0.00															
E 23	WTSP	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
CBS SUNDAY MORNING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$1,000.00 0.00															
E 24	WTSP	09/25/12	09/25/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
NCIS: LOS ANGELES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -T----- 1 \$9,000.00 0.00															
E 25	WTSP	09/26/12	09/26/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
CRIMINAL MINDS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --W---- 1 \$10,000.00 0.00															
N26	WTSP	09/29/12	09/29/12	Sat 730-8p Jeopardy	CM	Sat 730-8p	-----S-	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$400.00 0.00															
Totals														54	\$73,800.00